

Chief of Park Operations



East Bay 
Regional Park District



THE EAST BAY REGIONAL PARK DISTRICT

It's the Bay Area's backyard wonderland! A place for recreation, entertainment, solitude and scenic vistas. Picnic or camp in one of the 65 regional parks, recreation areas, wilderness, shorelines, and preserves. Take a hike, ride a bike, enjoy equestrian activities or simply explore nature along 1,150 miles of park trails. The expanding East Bay Regional Park District serves a populace of approximately 2.5 million in Alameda and Contra Costa Counties on the eastern side of the Oakland/San Francisco Bay region. The District manages more than 100,000 acres, and offers the outdoor enthusiast a wide variety of recreational opportunities that include swimming, boating, or fishing on their choice of 11 freshwater lakes and swim lagoons, playing 18 holes on one of the two District golf courses, participating in one of more than 15 annual special events and festivals, or simply taking in the scenic views offered by the miles of San Francisco Bay shoreline. The District headquarters are located in the Oakland hills near the Oakland Zoo.

EAST BAY REGIONAL PARK DISTRICT VISION

The East Bay Regional Park District will preserve a priceless heritage of natural and cultural resources, open space, parks, and trails for the future and will set aside park areas for enjoyment and healthful recreation for generations to come. An environmental ethic guides us in all that we do.

Alameda and Contra Costa Counties are a blend of culturally and ethnically diverse communities. This mixture of cosmopolitan and suburban communities provides a highly suitable environment for raising a family. The Counties offer a lifestyle unique to one of the nation's most popular regions. Residents enjoy beautiful year-round weather in a clean, safe environment. The East Bay population is highly diverse economically as well. Personal incomes vary widely throughout the two-county region. You'll find one of the finest educational systems, offering industry and individuals the broadest possible selection of public and private learning and research facilities. Educational institutions in the region include the University of California at Berkeley, St. Mary's College, Mills College, California State University East Bay, and numerous other community, city and private colleges.

The East Bay is proud of its extensive cultural resources. The Oakland Museum offers lessons in the rich history of California's people, places and events. The nationally acclaimed Oakland Ballet Company holds afternoon and evening performances at the historic Paramount Theatre. Berkeley's Cal Performances, the Oakland East Bay Symphony and the Fremont Symphony offer a complete season of live musical performances. The East Bay also serves as home to three major professional sports franchises. The Oakland A's (MLB) and Oakland Raiders (NFL) play their games at the McAfee Coliseum, while the Golden State Warriors (NBA) entertain fans at the Oracle Arena.

THE ORGANIZATION

The East Bay Regional Park District was incorporated in 1934 as a California Special District for the purpose of acquiring park, recreation and open space land and developing, operating and maintaining this land. The District is governed by a seven-member Board of Directors that determines policy. Board members are directly elected on a ward basis for 4-year terms. Each Director represents a specific geographic area of the District whose boundaries encompass 1,745 square miles on the eastern side of the San Francisco Bay, including all of Alameda and Contra Costa Counties. The District operates on a 2010 calendar year total budget of \$197 million (operating and capital) and includes approximately 708 funded full-time equivalent positions. The District receives 84% of its operating revenues (currently \$127 million) from property taxes. The District's General Manager reports to the Board of Directors, and oversees an organization with a core mission: *To acquire, develop, manage, and maintain a high quality, diverse system of interconnected parklands which balances public usage and education programs with protection and preservation of our natural and cultural resources.*

THE POSITION

The District operates 65 parks ranging in scope from regional recreation areas to open space preserves. The District covers over 100,000 acres in its two-county jurisdiction with 1,150 miles of trails. These parklands help to ensure preservation of the natural beauty that makes the Bay Area such a desirable place to live. They provide habitat for wildlife, including many rare and endangered species. They also enhance the region's quality of life, resulting in tangible economic benefits as well as aesthetic values.

Park Operations provides a diversified system of regional parklands, trails, and parkland-related services that offer outstanding opportunities for creative use of outdoor time. These include swimming, fishing, hiking, biking, horseback riding, boating, and family and large group picnicking and camping. The Department manages public use of parks and facilities, provides outstanding customer service, collects park user fees at numerous sites, performs routine maintenance of grounds and buildings, and provides trained staff to support police, fire and other emergency services. The Department performs natural resource management activities such as vegetation management and soil conservation to manage, maintain and restore the parklands so that they retain their important scenic, natural, and cultural values. It is the Department's goal to provide recreational development that fosters appropriate use of parklands while preserving their remoteness and intrinsic value.





The Chief of Park Operations provides direction and overall management of the day-to-day operations of the District's various parks and facilities. Reporting to the Assistant General Manager of Operations, the Chief oversees the District's largest department consisting of approximately 235 fulltime employees plus seasonal/temporary staff and manages a current year operating budget of approximately \$30 million. The Chief delegates responsibility through six unit managers and one mine manager. The Chief serves as the primary representative of the Park Operations Department within the District and serves as the Department's primary advocate for ongoing needs and support, while also interfacing with a variety of external stakeholder agencies and groups with whom the District collaborates. The Chief serves as the primary staff liaison to the Park Advisory Committee. The Chief is also a member of the General Manager's Labor Relations Group.

This vacancy will exist due to the upcoming retirement of the long-tenured incumbent.

CURRENT ISSUES AND PRIORITIES

In preparation for the recruitment of the Chief of Park Operations, key District stakeholders identified the following current short- and long-term issues and priorities that will require the energy, commitment and expertise of the successful candidate:

- Advocates for the necessary District resources to provide for both effective and efficient park operations that meet the service levels park users have come to expect. This includes the ongoing updating of records and standards manuals to validate departmental needs going forward.
- Camping Plan – the current Chief has served as the lead on the camping program plan (Camping Plan) that is up for a major revision. This will involve working closely with an advisory committee who will focus on the management and development of future camping resources within the two-county area.
- Grazing Management Program – this is an ongoing program managed operationally by the Interpretive Parkland Unit Manager based on standards set by District management.
- Serves as a primary interagency staff liaison with other special districts, water agencies, recreation providers, Alameda and Contra Costa counties, community groups, and others.
- Successfully manages the day-to-day operations of the Department including development of the departmental budget (comprised of approximately 40 budgets within the Department), appropriate delegation of responsibilities, establishing professional standards and expectations, addressing personnel issues as appropriate, and collaborating with other District departments including administration (finance), public safety (police and fire), and human resources.

THE IDEAL CANDIDATE

The ideal candidate will be an experienced manager/administrator in park management with a thorough knowledge of park operations relating to a wide variety of outdoor recreational and interpretive programs and maintenance management. Highly qualified candidates must possess significant knowledge of general management and supervisory principles and practices, and must have an excellent track record of sound judgment and leadership skills. This collaborative, enthusiastic, and results-oriented leader will be a strategic thinker who possesses outstanding communication, interpersonal and consensus building skills and must be able to work cooperatively with elected officials and a diverse group of stakeholders.

The District has identified the following leadership competencies that District management will ideally possess:

Purpose:

- Vision: makes a direct contribution toward achieving EBRPD's Vision and Mission
- Strategic Thinking: applies a long-term, broad view to management activities
- Customer-Focused: demonstrates a commitment to serving internal and external customer needs
- Results Orientation: consistently delivers quality results

People:

- Team-Building: utilizes teams to achieve maximum results
- Diversity: promotes and values differences of perspective, opinion and approach
- Communication: achieves desired results through spoken and written word
- Influence: gains cooperation and support without invoking formal authority

Process:

- Problem-Solving/Decision-Making: makes sound decisions and resolves problems in a timely manner
- Change Management: initiates, guides and builds commitment to change
- Financial Management: wisely manages revenue and other taxpayer's dollars
- Systems Thinking: applies an integrative approach to management situations





Specific requirements are as follows:

Qualifications

Experience: At least six years of increasingly responsible experience in park management, two of which must have been at the middle management level (or higher). (A Master's degree in a related field may be accepted as an equivalent to a maximum of two of the required six years of experience).

AND:

Education: A Bachelor's degree from an accredited college or university is required in parks management, forestry, landscape architecture, or a closely related field.

OR:

An equivalent combination of education and experience.

COMPENSATION AND BENEFITS

The salary range for this position is **\$101,878 to \$130,000** with possible merit steps up to \$150,550. The District also offers an attractive benefits package with the following elements:

- **Retirement Plans** – CALPERS 2.5% @ 55 with 7% of employee portion paid by the District (employee pays 1%); 401(a) deferred compensation plan with an employer match and a voluntary 457 deferred compensation plan.
- **Health Plan** – Choice of three plans for employee and dependents; District pays entire Kaiser premium and up to 135% of the cost of Kaiser coverage toward an alternative medical plan. Dental plan premiums also paid by the District. Optional vision care plan available.
- **Life Insurance** – District provides coverage for up to 2.5 times annual salary (maximum \$300,000).
- **Flexible Spending Accounts** – premium only benefit plus dependent care and medical
- **Holidays** – 13.5 days/year
- **Vacation** – 12 days per year minimum increasing depending on years of service
- **Administration Leave** – 40 hours/year
- **Long Term Disability** – 70% of pre-disability earnings
- **Sick Leave** – accrued at the rate of one day per month

- **Miscellaneous** – additional benefits including tuition reimbursement and employee assistance program.

The entire list of District benefits may be found at the following link:

<http://www.ebparks.org/job/resources>

APPLICATION AND SELECTION PROCEDURE

To be considered for this exceptional career opportunity, submit resume, three work-related references and current salary by **Monday, March 22, 2010**.

Resume should reflect years **and** months of employment, beginning/ending dates as well as size of staff and budgets you have managed. Forward your materials to Stuart Satow:



CPS Executive Search

241 Lathrop Way

Sacramento, California 95815

Tel: 916 263-1401

Fax: 916 561-7205

E-mail: resumes@cps.ca.gov

Recruitment brochure: www.cps.ca.gov/search

**Visit District website
at www.ebparks.org**

Resumes will be screened based on the criteria outlined in this brochure. Candidates with the most relevant qualifications will be given preliminary interviews by the consultant in late March. CPS Executive Search will report the results to the East Bay Regional Park District. The District will then select candidates to be invited to participate in an assessment process at District headquarters in Oakland scheduled for **Wednesday, April 21st**. An offer of appointment is expected in early May following extensive reference and background checks. For additional information about this position please contact Stuart Satow.

